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preferred embodiment of the present invention includes a liquid crystal display panel and a back light device 108. The liquid crystal display panel includes lower and upper substrates 100 and 112 with a liquid crystal layer 110 interposed therebetween. The upper substrate 112 has a color filter 111, and the lower substrate 100 has a switching element (not shown), a pixel electrode 104 and a reflective electrode 102. The reflective electrode 102 is made of an opaque conductive material having a good reflectance and includes light transmitting holes 103 formed therein. The pixel electrode is made of a transparent conductive material such as indium tin oxide (ITO), and may be located on or under the light transmitting holes 103, overlapping a portion of the reflective electrode 102. The transflective LCD device further includes a transflective film 106 arranged between the lower substrate 100 and the back light device 108. The light transmitting holes 103 serve to transmit light 130 from the backlight device 108. The transflective LCD device further includes an upper polarizer (not shown) on the upper substrate 112 and a lower polarizer (not shown) located between the lower substrate 100 and the transflective film 106.--

Please replace the paragraph beginning on page 8, line 8, with the following rewritten paragraph:

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--The transflective LCD device described above is operated as follows. First, in the reflective mode, the incident light 132 from

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the upper substrate 112 is reflected on the reflective electrode 102 and the reflective portion 106a of the transfective film 106, and then directs toward the upper substrate 112 again. That is, since the incident light 132 from the outside is reflected on the reflective portion 106a of the transfective film 106 as well as the reflective electrode 102, an aperture ratio and the light utilizing efficiency in the reflective mode are much improved.--

IN THE CLAIMS:

Please amend the claims as follows:

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1. (Amended) A transfective liquid crystal display device, comprising:

a liquid crystal display panel having a first transparent substrate, a second transparent substrate, and a liquid crystal layer interposed between the first and second transparent substrates, the first transparent substrate having a color filter, the second transparent substrate having a plurality of pixel regions, a pixel electrode and a reflector, the reflector having a light transmitting hole which the pixel electrode covers, the light transmitting hole transmitting light;

a transfective film located outside of the second transparent substrate of the liquid crystal display panel around a location corresponding to the light transmitting hole, made of a transmissive material with reflective material scattered therein,

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the reflective material reflecting light, the transmissive material transmitting light; and

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a back light device for supplying light toward the transfective film;

wherein each pixel region is divided into reflective and transmissive portions, and a reflection brightness of the transfective liquid crystal display device is improved due to a first reflected light at the reflector of the reflective portion and a second reflected light at the transfective film of the transmissive portion.

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6. (Amended) The transfective liquid crystal display device of claim 1, wherein a concentration of the reflective material scattered on a surface of the transfective film is adjusted according to a main mode of the transfective liquid crystal display device.

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10. (Amended) A transfective liquid crystal display device, comprising:

a liquid crystal display panel having a first transparent substrate, a second transparent substrate, and a liquid crystal layer interposed between the first and second transparent substrates, the first transparent substrate having a color filter, the second transparent substrate having a plurality of pixel regions, a pixel electrode and a reflector, the reflector having a

light transmitting hole which the pixel electrode covers, the light transmitting hole transmitting light;

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a transflective film located outside of the second transparent substrate of the liquid crystal display panel around a location corresponding to the light transmitting hole, made of an acrylic-resin based transmissive material with reflective material scattered therein, the reflective material reflecting light, the transmissive material transmitting light; and

a back light device for supplying light toward the transflective film;

wherein each pixel region is divided into reflective and transmissive portions, and a reflection brightness of the transflective liquid crystal display device is improved due to a first reflected light at the reflector of the reflective portion and a second reflected light at the transflective film of the transmissive portion.

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14. (Amended) The transflective liquid crystal display device of claim 10, wherein a concentration of the reflective material scattered on a surface of the transflective film is adjusted according to a main mode of the transflective liquid crystal display device.

Attached hereto is a marked-up version of the changes made to the application by this Amendment.

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